
Minutes Golf Committee September 3, 2003

Minutes of the Golf Committee meeting held on September 3, 2003, 7:00 a.m., at Ken McDonald Golf Course, 800 E. Divot Dr.

Members Present:

Frank Granillo, Vice-Chair
John Bebbiling
David Benedict
Dennis Brady
Arnold Davis
Jim Harelson
Robert Marshak
Jean Selleh

Members Absent:

Fletcher Zimpfer - Excused

City Staff Present:

Mark Richwine, Deputy Community Services Manager - Parks and Recreation
Cynthia Yanez, Administrative Assistant - Parks and Recreation
Mike Armfield, Recreation Coordinator - Parks and Recreation
Olive Ncube, Deputy Public Works Manager – Field Services
Tim Pfannenstien, Field Services - Course Supervisor - Parks and Golf Maintenance
Ralph Reyes, Field Services – Senior Groundskeeper - Parks and Golf Maintenance

Golf Course Concessionaires Present:

Jim Bellows, Golf Concessionaire
Mark Rose, Golf Concessionaire
Steve Schyberg, Golf Pro
Linda Kotsakis, Food and Beverage Concessionaire

Meeting convened at 7:05 a.m.

Frank Granillo called the meeting to order.

Agenda Item 1 – Introduction of New Committee Members

New members, Jim Harelson and David Benedict, were introduced to the Golf Committee.

Agenda Item 2 – Approval of Minutes – August 6, 2003 Meeting

Minutes of the August 6, 2003 meeting were accepted as written.

Agenda Item 3 - Public Appearances

Former Golf Committee Chair, Duane Washkowiak, spoke the committee regarding past accomplishments and several issues that he would like them to continue to address in the future.

Agenda Item 4 – Election of New Officers

MOTION: Jim Harelson moved to nominate Frank Granillo as chair of the Golf Committee.

SECOND: Robert Marshak.

DECISION: Motion carried unanimously.

MOTION: Arnold Davis moved to nominate Robert Marshak as vice-chair of the Golf Committee.

SECOND: John Bebbeling.

DECISION: Motion carried unanimously.

Agenda Item 5 – Maintenance Updates

Tim Pfannenstein, Course Supervisor, Field Services, gave an update on maintenance activities at Ken McDonald Golf Course.

1. The course is in good shape.
2. Preparations are being made for overseeding (Oct 6-13).
3. The cost of seed is up to .80cents/lb.
4. The total cost of the seed will be about \$15K more than last year.
5. They are continuing to add sod to the bare areas.

Ralph Reyes, Field Services, Senior Groundskeeper, Field Services, gave an update on maintenance activities at Rolling Hills Golf Course.

1. In addition to general maintenance, staff is working to fill in bare areas of the course.
2. Staff is also working to dry out wet areas.
3. The greens are looking good.
4. One of the mowers is down, it may take a week or two to get fixed.

Agenda Item 6 – Revenue/Rounds Update

Mark Richwine, Deputy Community Services Manager, reviewed current financial information for each course.

1. Although play is down, play in Tempe still exceeds that of other local municipal courses.
2. Tempe needs to be market oriented and ensure that the product is in the best shape possible.

General discussion by the Committee

- The City may want to consider offering discounts or internet specials to attract more players.
- The “No-Show” issue still needs to be addressed.
- Staff should continue to look at cutting costs, rather than increasing fees.
- Signs should be mounted in pro shops noting that it would be appreciated if players give advance notice of cancellations.
- The practice range will be opened on Friday and Saturday nights, beginning this week.
- When players arrive, staff is offering to make tee times for the next week, now that the tee time reservation policy has been changed.
- It was suggested that only one (1) resident per foursome be required at Ken McDonald Golf Course during the summer months.
- Marketing for the golf courses could be done through the water bill, newspaper articles or ads in the paper.
- It was suggested that an ad could be placed in the ASU State Press or that information could be distributed to those that participate in ASU's parent weekend activities.
- Tournaments could be scheduled for those attending conventions in Tempe.

Agenda Item 6 – Marketing Brochure

Mark Richwine, Deputy Community Services Manager, presented a new golf course brochure that was developed as a marketing piece for the golf courses.

1. Brochures have been delivered to the Tempe Visitor's and Convention Bureau for distribution to local hotels.
2. Brochures have also been distributed to various Tempe facilities.
3. It was suggested that brochures could also be displayed at local sporting goods stores.

Agenda Item 7 – Chair/Board Member Comments

None.

Meeting adjourned at 8:03 a.m.

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Reviewed by: Mark Richwine, Deputy Community Services Manager, (480) 350-5325